



# Calvert County NEWS

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## FOR IMMEDIATE RELEASE

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### **Calvert County Tourism Office Shares Maryland Tourism Council Award *State Impact Award Recognizes Regional Cooperation on Tourism Promotion***

**PRINCE FREDERICK, Md. – Dec. 5, 2011** – The Calvert County Department of Economic Development’s Tourism Office, along with the tourism offices of Charles and St. Mary’s counties, recently won a Maryland Tourism Council (MTC) Impact Award for efforts to promote Southern Maryland as a tourism destination.

The three counties shared the Impact Award for their collaboration on hosting the annual Mid-Atlantic Tourism Public Relations Alliance (MATPRA) conference in September, 2011. The MATPRA event brought 65 travel and tourism journalists to Southern Maryland to showcase the region. During the conference, journalists toured Southern Maryland over three days to learn about local events, programs and attractions. The stories written about the region as a result of the conference will give Southern Maryland exposure equal to tens of thousands of dollars in advertising.

“Over the past three years we have worked closely with Charles and St. Mary’s counties to promote Southern Maryland as a great destination,” said Calvert County Tourism Specialist Joyce A. Baki. “Hosting the MATPRA conference was a key part of our collaboration and a major

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**Dec. 5, 2011**

**Page 2**

accomplishment for the region. I am proud that the Maryland Tourism Council recognized our efforts.”

The MTC awards were presented at the annual Maryland Tourism and Travel Summit in November. The MTC gives six Professional Awards and eight Marketing Awards to MTC members nominated by their peers and/or employers. The Impact Award recognizes an individual, business, organization, group or coalition that has made a major impact with an important industry project or product. “These awards serve to honor exemplary work by select members as well as to inspire creativity and new initiatives among all who work in our industry,” said MTC President and CEO David Reel.

The Maryland Tourism Council (MTC) is the only statewide membership association representing all segments of the hospitality and tourism industry, emphasizing government affairs, business growth, professional development and alliance with other tourism organizations, the business community and state and local governments. Learn more at [www.md tourism.org](http://www.md tourism.org).

Visit [destinationsouthernmaryland.com](http://destinationsouthernmaryland.com) for information on all that Southern Maryland has to offer including photos, maps, itineraries and more. For more information on the Calvert County, Md., Department of Economic Development, call 410-535-4583, 800-331-9771 or 301-855-1880; send an email to [info@ecalvert.com](mailto:info@ecalvert.com), or visit our website at [www.ecalvert.com](http://www.ecalvert.com).

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*Calvert County is Maryland's smallest county in land area with 213 square miles. It is home to approximately 90,000 people and has one of the highest standards of living in Maryland. Major industries include defense contracting, information technology, tourism, utilities, light manufacturing and administrative services.*